



RE-AIM: Healthy Retail Recognition Program

This planning and evaluation guide illustrates the five dimensions of the RE-AIM framework: **R**each, **E**ffectiveness, **A**doption, **I**mplementation, and **M**aintenance that will be used for LHD's Policy, Systems and Environment change evaluation and reporting. The RE-AIM framework is useful for planning new interventions, adapting existing interventions, and designing evaluations that assess the potential public health impact of interventions.

Reach: Number of people in the target population affected. The extent to which the individuals reached are representative and include those most at risk.

Coverage:

- Number of SNAP-Ed eligible persons (incomes < 185% Federal Poverty Level (FPL)) in the county*

Estimated actual reach:

- Number of persons reached in SNAP-Ed eligible retail settings in period assessed (per year or per day)*
- Number of SNAP-Ed eligible persons (<185% FPL) reached in SNAP-Ed eligible retail settings in period assessed (per year or per day)* **(WRO – MT4)**
- Demographic characteristics of those reached at the participating retail food stores.

Effectiveness: Measurement of environmental level changes that have been shown to improve individual's nutrition and physical activity.

- Number of SNAP-Ed retail settings that newly achieve defined standards for recognition program. *[Specify recognition program]** **(WRO – LT11)**
 - Number achieving bronze-level by adding two fresh fruits and two fresh vegetables to their inventory
 - Number achieving silver-level by adding two new healthy items from food groups such as dairy, protein, grain, beverages and snacks
 - Number achieving gold-level by achieving a score of 75 or above through the CX³ Food Availability and Marketing Survey.
- Number of retail settings which achieve with improved food environment assessment scores using a reliable and consistent environmental assessment tool, such as the CX³ Food Availability and Marketing Survey. *[Report actual scores]** **(WRO – LT9)**

Adoption: The number of settings and partners participating in PSE change. The appropriateness of the settings (and partners) for reaching/engaging the target population.

- Number and list of the following who are actively involved in the healthy retail recognition program
 - individual community members/local champions (youth, parents/caregivers, community members, staff/service providers, leadership/decision makers, local celebrities) *[Record total number involved and number from SNAP-Ed population for each]** **(WRO - ST5)**
 - organizational task forces *[Record number and type of member organizations]** **(WRO - ST6)**
 - other partners not included above *[Record number and type]* *
- Number of SNAP-Ed retail settings where at least one healthy retail PSE change is achieved* **(WRO – MT4)**
 - Number of SNAP-Ed retail settings that make changes to **food procurement**; increased availability fruits and vegetables and increased availability of other healthy foods (100% whole grains, low-fat dairy, lean proteins; lower sodium levels; lower sugar levels; lower solid fats (saturated or trans fats)), change in food purchasing specification(s); change in vendor agreement(s); procure locally sourced food (i.e., food grown within a day's driving distance of the place of sale). *[Indicate which changes were adopted]** **(WRO – MT4)**, * **(WRO – MT7)**
 - Number of sites that change the **food environment**: improvements in layout or display of food; point of purchase/distribution prompts; * **(WRO – MT4)**, display of recognition decal, increase in healthy interior and/or exterior merchandising, decrease in unhealthy interior and/or exterior merchandising, improved quality and price of fruits and vegetables (if using CX³) *[Indicate which changes were adopted]*

Implementation: Evidence of multi-component PSE interventions that are implemented as intended (all key components are in place and of high quality).

- Number of SNAP-Ed retail settings that report a multi-component initiative with one or more nutrition supports PSE changes and
 - Evidence-based education *[describe]*
 - Marketing (including promotion, awareness efforts, etc.) *[describe]*
 - Parent/community involvement *[describe]*
 - Staff training on continuous program and policy implementation *[describe and report number trained]** **(WRO – LT9)**

Maintenance: PSE change is maintained with a sustainability plan and institutional/community support. New barriers are prevented or mitigated.

- Number of SNAP-Ed retail settings in which Healthy Retail Recognition Program is maintained or expanded*
- Institutional or community (non-SNAP-Ed) resources invested in Healthy Retail Recognition Program (staff, cash, in-kind support) *[calculate percent change for each]** (WRO – I3)
- SNAP-Ed resources invested in Healthy Retail Recognition Program (staff, cash, in-kind support) *[calculate percent change for each]*
- Number of participating SNAP-Ed retail settings with a plan for sustaining, evaluating, and improving Healthy Retail Recognition Program changes* (WRO – I4)
- Number and types of barriers/challenges prevented or mitigated through program implementation* (WRO - I5)

*These are required, core PSE indicators that should be incorporated into final evaluation plan (if applicable to specific PSE).

WRO indicators are from the USDA Western Region SNAP-Ed Nutrition, Physical Activity, and Obesity Prevention Outcomes Evaluation Framework, April 2014

<http://snap.nal.usda.gov/snap/WesternRegionEvaluationFramework.pdf>

ST represents short-term indicators, MT represents medium-term indicators, LT represents long-term indicators, I represents impact indicators (see framework for specifics for each indicator). These indicators will be compiled at the state level and reported to USDA Western Region.